

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias

ARRHYTHMIA ALLIANCE WORLD HEART RHYTHM WEEK
4 - 10 JUNE 2018

"The number 1 killer in the western world is sudden cardiac arrest – fainting is often the only symptom."

"1 in 2 people will faint at some time in their life - this may be the result of an arrhythmia (irregular heart rhythm) and should not be ignored".

Take Fainting to Heart - there is no such thing as a simple faint

Arrhythmia Alliance World Heart Rhythm Week will be held from 4 – 10 June 2018. Arrhythmias (irregular heart rhythm disorders) affect over two million people in the UK but by being heart rhythm aware, arrhythmias can be identified early.

Throughout the week, Arrhythmia Alliance will be raising awareness of arrhythmias and urging people to know their pulse. By offering free pulse checks and mobile ECG's they hope to detect thousands of unknown heart rhythm disorders.

Why it is important to know your pulse

- Arrhythmias are the UK's biggest killer causing up to 100,000 sudden cardiac arrests each year (over 250 every day) which is more than breast cancer, lung cancer and AIDS combined.
- Nearly 500,000 people in the UK have undiagnosed Atrial Fibrillation (AF) – the most common arrhythmia and are at increased risk of a debilitating or life-threatening AF-related stroke – the most severe type of stroke
- There is no national programme of pulse checks or heart rhythm screening

Through their "***Take Fainting to Heart – there is no such thing as a simple faint***" campaign, the charity are also highlighting the link between fainting and arrhythmias. 120,000 people in the UK experience unexplained loss of consciousness each year – this is commonly a sign of a heart rhythm disorder. The cause of fainting should always be investigated and should never be ignored.

Trudie Lobban MBE, Founder & Trustee of Arrhythmia Alliance said "It is incredible that something as simple as knowing your pulse to know your heart rhythm can save your life, or reduce your risk of an AF-related stroke. It only takes 30 seconds and is so simple that people of all ages, young and old, can learn to know their own pulse. Together we can bring about change and ensure we all live



NEWS RELEASE

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healthier, longer lives. I urge everyone to 'Know Your Pulse' – simply call us for information or visit www.knowyourpulse.org to learn in 4 easy steps just how simple it is."

Supporters can become involved in A-A World Heart Rhythm Week by holding an awareness event, by sharing and displaying information and by spreading the word on social media. For more information on Arrhythmia Alliance and how to get involved in World Heart Rhythm Week visit www.heartrhythmalliance.org/aa/uk/heart-rhythm-week

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Notes to editors

For an interview with Trudie Lobban MBE, Founder & Trustee please contact:

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ARRHYTHMIA ALLIANCE

Arrhythmia Alliance, are global advocates, working in partnership to reduce deaths and impact on individuals caused by cardiac arrhythmias and their associated morbidities. By raising awareness and campaigning for the improved detection and care of heart rhythm disorders, Arrhythmia Alliance aims to extend and improve the lives of the millions around the world that these conditions affect. Visit website www.heartrhythmalliance.org